REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	14 October 1999
Name of applicant/court:	Paul Schwabe
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	Austin Powers The Spy Who Shagged Me
Other Known Titles:	Not Stated
Director:	Not Applicable
Producer:	Not Applicable
Publisher:	Not Stated
Author:	Not Applicable
Format:	Film Poster
Country of Origin:	Not Stated
Language:	English

Components of film originally examined: Not Applicable.

Feature: Running time:

Trailers: Running time:

Total Running time:

Excision/Alteration: Not Applicable.

Reason(s) for Excision:

Not Applicable.

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Classification Decision:

Unrestricted.

Display Conditions:

Not Applicable.

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on: Not Applicable.

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SUMMARY OF THE REASONS FOR DECISION:

The film poster entitled *Austin Powers The Spy Who Shagged Me* is classified as: Unrestricted.

It is a glossy full colour publication which measures 27.5cm high by 35.5cm across. The image depicts a man posed in a contrived and humorous manner in a street. The title is in the bottom middle area.

The poster was submitted to the Classification Office by a member of the public who was primarily concerned about the use of the word "shagged". He stated that not only is the word offensive but that its use treats women as sex objects and presents them as inherently inferior. The Office's response was to consider whether the use of the word "shagged" resulted in injury to the public good because of perceptions that women might be seen as inherently inferior. The Office argues that there is insufficient strength in the use of the word for it to oppress womankind. The contributing factors to this view include the humorous context of its use, the mild and relatively passive nature of the word especially compared to words which might be substituted for it, its absence from the list of offensive words in a recent Broadcasting Standards Authority survey, and the dated nature of the term.

Because the poster is classified as unrestricted no rights under the New Zealand Bill of Rights Act 1990 are impinged.

OFLC Ref: 9901686